



Data and Privacy File Guides

Marketing Communications Response

August 2023

File name Marketing Communications Response.csv

File description Names of the email marketing campaigns received by the individual and the recorded interactions with those email marketing campaigns.

Why Apple keeps this information History of individuals' interactions with email marketing campaigns and to improve Apple's products and services.

Field Name	Details
Apple ID Reference Number	Apple ID is the unique identifier of the the campaign.
Application Name	This is the derived application name associated to the recorded response type.
Email Subject	The subject line of the marketing email sent
Operating System	This is the derived Operating System associated to the recorded response type.
Response Type	Type of customer interaction with a marketing email
Response Time	Time the Response Type interaction occurred.